



GOLF COURSE ADVISORY COMMITTEE MINUTES

June 11, 2014

DAIRY CREEK GOLF COURSE

PRESENT: S. Spisak, J. Gutierrez, C. Cornell, N. Brown, D. Yelton, M. McIntyre

ABSENT: C. Berry, S. Spizak

STAFF: A. Jelks, J. Clay, J. Heptig

PUBLIC:

Meeting called to order at 5:02 p.m.

Minutes from May 2014 meeting were approved as submitted.

PUBLIC COMMENTS:

- **J. Heptig** asked all in attendance to bow their heads in remembrance of Creighton Decker.

COMMITTEE MEMBERS' ADJUSTMENTS TO AGENDA:

- None

COMMITTEE MEMBERS' COMMENTS & OUTREACH:

- **D. Yelton** noted the concern of golfers regarding the traffic along State Park road. **J. Heptig** mentioned that discussions are already occurring between County and State Parks to survey and take action regarding these concerns.

REPORTS:

CHALK MOUNTAIN GOLF COURSE (J. Clay)

- **J. Clay** mentioned that he lost an 18 year employee, Pat Hogan, as he has retired. Revenues for the past month are in line with the past year. The golf course is in good condition.
- **J. Clay** mentioned that Tammy Doshier's 30 year anniversary golf tournament and party is being held June 20th.

MORRO BAY / DAIRY CREEK GOLF COURSES (A. Jelks)

- DCGC – down 3.2% ytd, 4.8% qtr
- MBGC - up 5.8% ytd, up 5.5% qtr
- DCGC has just added new range balls to the selection.

OLD BUSINESS:

- **MBGC Request for Proposal - J. Heptig** discussed the RFP process that has been completed and resulted in an offer to Golden State Golf Company (Joel Clay) as the new concessionaire at MGBC. The contract is being drafted and it is anticipated that the negotiations will be complete and the contract will be authorized by the Board of Supervisors sometime in July. **J. Clay** discussed his plans for the team at MBGC. Tammy Doshier will be the GM, Michael Samaniego will be the head golf professional, while Rudy Duran will be the teaching professional in charge of player development. **A.**



Jelks noted that Fairway did not submit a bid. **D. Yelton** asked about the current employees working at MBGC. **J. Clay** stated that he needs to talk to Fairway, as those employees are working for Fairway now. He is interested in examining the potential for the current employees to remain at MBGC, but there are discussions that need to happen first.

- The customer survey results were reviewed. The surveys were open for 15 days and there was not a large response and few regular customers responded to the surveys. **J. Heptig** is not sure what this lack of response from our regular customer base means, but he is concerned that they have been surveyed for years with few changes occurring due to budgetary constraints, so perhaps they feel their input is not being utilized. We received a 94.8% overall satisfaction rating, which is quite remarkable.
 1. CMGC pros – staff friendliness, lessons, quality of practice facility; improvement needed – ball lies in fairway, bunkers, squirrel holes
 2. DCGC pros – condition of greens, ball roll, practice facility, staff friendliness; improvement needed – clubhouse lesson cleanliness, pro shop merchandise, levelness of tee boxes, condition of sand traps, and lesson programs
 3. MBGC pros – staff friendliness, condition of greens, fairway ball lie; improvement needed - driving range tee, quality of range balls, pace of play, golf cart conditions, lessons, pro shop merchandise
- **J. Heptig** discussed the lack of irrigation water at DCGC. Greens and tee boxes will remain top priority and their typical irrigation amounts will remain the same. Fairways have been reduced by 50% for the past year and we will reduce an additional 50%. Rough irrigation will be eliminated.

NEW BUSINESS:

- **J. Heptig** informed the GCAC regarding the discontinuance of Women's Golf Month or more specifically the offer of free golf for women throughout the month. The goal of this offer was to increase the amount of ladies playing golf or at least make ladies feel valued at our golf facilities. The reason for not continuing this offer was explained and discussed.
- **J. Gutierrez** was re-appointed as the member-at-large for CMGC; **N. Brown** was nominated as the Chair and **C. Berry** was nominated as the Vice Chair.

The Meeting was adjourned at 6: p.m.

NEXT MEETING: Wednesday, September 17, 2014, 5:00 p.m. at Morro Bay Golf Course